

TOMORROW—The Day of Days for Women

Brightly Will Shine The

★ Star Bargain Day ★

It is Merchandise of such dependable quality offered at remarkable prices like those named below, that has gained so many friends for us in Philadelphia.

AT Bloumer's

No Mail, Phone or C. O. D. Orders Filled During this Sale.

833-835 Market Street

Its Brilliant Rays Will Penetrate Every Department and Reveal Many Treasures. It Is Indeed a Money Saving Event of Greatest Importance

Our 30 Years of Experience as Manufacturers and Retailers of High-Grade Women's Apparel has enabled us to place before you merchandise of the highest type at prices which will establish new and lower levels than ever before.

Basement **LOWER PRICE FLOOR** **Savings**

Wonderful Coats at \$2.50

It is difficult to believe that for so small a price you may buy a coat of such fine quality, but a glance at these beautiful garments will convince you.

Fine corduroys, velours, pebble cloths and chevots, in the popular flare and belted models. Coats are lined throughout.

Some have large collars of fur, others of plush and beaver plush.

You will certainly agree with us that you have never seen values to equal these.



Your choice from these three lots of

HATS, \$1

Lot 1—\$2.95 Values. Manufacturer's sample hats in black and colored velvet, variously trimmed. No two hats alike. So come early to get YOUR style.

Lot 2—\$3.00 Values. New untrimmed sample black silk velvet turbans in several pretty styles, finished with black polished pins.

Lot 3—Regular \$1.95 Values. Draped black silk velvet turbans in several pretty styles, finished with black polished pins.

Trimmed Hats \$3

Regular \$4.44 to \$6 Values

Velvets and silk beavers in black and colors in trapeze and sailor shapes.



Basement **LOWER PRICE FLOOR** **Savings**

You could pay twice as much and yet call them a bargain.

New Dresses \$2.50

A beautiful collection of dresses made of silk poplin, satin and serge combined, French crepe de chine, wool crepe and wool poplin.

Empire models, straight line models and tunics, side panniers and pleated skirts. Large, square or round collars of various contrasting materials, some with dainty embroidery.

Colors are purple, green, brown, gray Copenhagen, navy and black.

Very Special—House Dresses, 35c

Serviceable, neatly striped house dresses of gingham or percale. You could not make them yourself at this price.



WHILE THEY LAST

Crepe de Chine and Jap Silk Blouses . . . **\$1**

All sizes in flesh and white.

Voile and Organdie Lingerie Blouses . . . **25c**

Lace and embroidery trimmed. This item cannot be charged nor sent C. O. D.

Crepe Georgette and Crepe de Chine Blouses **\$2.00**

Good looking manufacturers' sample waists that were made to sell for \$5 and \$6. In sizes 36 and 38 only. Some slightly mussed.

A Limited Quantity of **Sateen Petticoats, 25c**

95c value. Black with colored borders and fitted tops. This item cannot be charged nor sent C. O. D.



Extraordinary Values in Furs

Near Seal Coats **\$47.50**

Regular \$85.00 Values

Full ripple, 40 and 42 inch models with dyed opossum collar and border. Satin lined.

Isabella Fox Set **\$8.50**

Value \$18.50

Large flat muffs and silk lined scarfs.

Black Manchurian Wolf Muffs, **\$2.75**

Regular \$8.50 Values

Full skinned flat muffs that are unexcelled for durability.



MOTHERS—The Children's Department is offering values this Wednesday that will enable you to fully outfit your daughter in a Coat, Dress and Hat far below the limit of a Five Dollar Bill.

Children's Coats, **\$1.89**

69c Values

Corduroys, fancy plushes and velours in box models. Lined and interlined. Sizes 2 to 6 years.

Bonnets and Caps, **69c**

Values up to \$1.50

Velvets and corduroys in all the pretty new shades, fur, flower and ribbon trimmed. This item cannot be charged nor sent C. O. D.

Rompers and Creepers, **29c** 69c Values

Sizes up to 5 years. Plain white, embroidered in pink and blue. Others striped. Long and short sleeves, high and low necks.

Gingham Dresses, **35c**

Pretty dark plaid school dresses in the long waisted Russian style. Sizes 2 to 16 years.

Girls' Coats, **\$3.89**

Value \$9.90

Corduroys, velours and wool plushes, lined and interlined. Sizes 6 to 14 years.



LOWER PRICE FLOOR **Savings**

Three Specials That Offer Remarkable Savings in

SUITS

Mixtures, serges and whip cords, trimmed with velvet or silk braid. Satin linings. This Number of Suits Will Last a Short Time Only.

\$1.00

Serges and gabardines, handsomely trimmed with coney fur or velvet. Satin lined. Black, navy and brown.

\$4.50

Excellent quality poplin, gabardine, or serge with rich trimmings of coney, opossum or near seal. Green, brown, navy and black.

\$7.00



One of the most remarkable offerings in this sale are the

248 Velveteen Suits at \$11.00

Elegant new models of linen-back velveteen, lined with satin and interlined. Collars, cuffs and bottoms of coats trimmed with nutria. Very handsome belted and shirred effects in bronze, forest green and navy.

Also included are a few suits of chifon broadcloth, poplin, gabardine and serge.



300 Skirts at 50c

While They Last

Save Just One-Half on These

Skirts at \$1.00

Good-looking wool serges, gabardines, whipcords, corduroys, checks and fancy mixtures in yoke and patch pocket effects. Mostly in navy and black. One sketched.



Two Special Features of This Star Bargain Day

Beautiful Coats \$15 & \$16.50

There are 148 coats at \$15, wool velour, in all colors. Loose, with triple belted back and front. Large collar of gray coney fur.

At \$16.50 there are 78 coats, in several new models, satin-lined throughout. Others are trimmed with Fitch plush.



Save from \$5 to \$10 on These

Dresses at \$10 & \$15

Regular \$19.90 and \$25.00 values

A remarkable showing of serges, crepes de chine, satins, taffetas, crepe meteor and velvet for practical and dressy wear.

These dresses embody Fashion's last word.

'Tis the wise woman who takes advantage of these really remarkable values for present or future Winter dress needs.

SECOND FLOOR

